

Affiliate Super Promotion: Making Huge Sales in No Time
Part I - Overview
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Back in February I put together an affiliate promotion and sold over \$5,000 in products.

It took me a total of three days.

I'm not bragging—in fact many have done much better—but I wanted to let you see what is possible and give you the inside scoop on how I did it and how anyone can use the same techniques to put together their own super-promotions as an affiliate.

Over the next several weeks I am going to give you exactly, step-by-step, how a super-promotion begins and how to make it profitable for you. Specifically this series will teach you:

1. How to plan your own super promotion—even if you don't have a list of targeted buyers yet.
2. Exactly how to get people who buy to give you their contact information so you can follow-up with them again and again.
3. How to put together the whole thing on a shoe-string and end up cashing in with a solid profit.
4. What to do to follow-up your promotion to provide an ongoing affiliate income.

In this article I will focus on a little background for the promotion I did and how I was able to put it together.

In January 2004 Marlon Sanders was trying to rev up his affiliates. He put together a mail out and encouraged all of us to sell his products.

In that mailer he "called me out" to duplicate the success I had with him several months before.

[Way back in 2002 I did a mailing for one of Marlon's products. I made 30 sales at \$100 a piece and grabbed a nice check for around \$1,500—plus another \$300 in bonuses.]

Well, after I read his challenge, I decided to do it. I sat down, looked at what was possible and decided to try to sell as many of his "Dashboard" product as I could.

I took a look at the product—which was excellent—and tried to determine the best way to promote it, estimating how many I could reasonably sell.

Now, let me break with the narrative for just a second to tell you what I am looking for in any promotion I put together.

Basically, for a promotion to work for me, I have four goals, in priority order:

1. I want to build my list
2. I want to build my credibility
3. I want to generate a reasonable profit based on the money and time invested
4. I want to create an ongoing income from the promotion

Looking at the possibilities with Marlon's product, I determined a way to make sure I could accomplish all four. I will detail the exact plan in my next article.

You will want to make sure you get it. Simply make sure you are subscribed to my newsletter and you will:

<http://www.All-In-One-Business.com/subscribe>

Affiliate Super Promotion: Making Huge Sales in No Time
Part II
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So ya wanna make some affiliate sales? Here's the key: Do a "Super Promotion."

I recently completed a promotion for Marlon Sander's Dashboard Product. It took me three days to put it all together and, to date, has sold well over \$5,000 in several products, earning me over \$4,000 profit.

[This article is the second in a series on putting together a super promotion for affiliate products—you can read the series by going to: <http://All-In-One-Business.com/sap>]

In my last article I gave you a quick overview of how to put together a super promotion.

In this article I start with the "nuts and bolts" details.

Setting Goals for Your Promotion

Before you undertake a promotion, you need to be assured the potential profits are going to be enough to cover the value of your time and any costs associated with the promotion.

Otherwise: If you put in 30 hours of work on a promotion, and make \$100, you have only made \$3.33 an hour. That's not good.

Here's how you go about determining how much you might make:

1. Figure out how much you need to earn per hour.

You have to know what your time is worth.

In real terms, most of us are never going to have more than 30 productive hours per week.

If your "next step" goal is to be earning \$50,000 per year from your online business, then you need to get \$1,000 per week for those 30 hours.

That works out to be \$33.33 per hour.

Here's blanks for figuring out your own "per hour" rate:

How much I want to earn per year: _____

Divide that by 50 to get your "per week" rate: _____

Divide that by 30 to get your "per hour" rate: _____

Once you have your per hour rate you're ready to move on to the next step.

2. Figure out how much you can expect to make per sale.

This is usually pretty simple: Calculate the commission.

If you are going to advertise a \$100 product, and the commission is 50%, then you will make \$50 per sale.

But, sometimes it can be a little more complicated.

If the product you are going to advertise is sold through Click Bank, for instance, even if the commission rate is 50%, it is NOT 50% of retail—it is 50% of what is left over AFTER Click Bank fees.

So, for a Click Bank product, you have to take the retail price, deduct 7.5%, deduct another \$1, then calculate the percentage of what is left over. I know that sounds complicated, so let me give you an example:

If the product sold through Click Bank retails for \$50 and offers a 50% commission, this is how you would figure your commission per sale.

Take the \$50 retail price, subtract 7.5% for Click Bank fees, leaving \$46.25.

Then subtract another \$1 for Click Bank's per sale fee, leaving \$45.25.

Then, take that amount (\$45.25) and multiply it by the commission rate (50% in this case) to get your commission per sale: \$22.63

3. Estimate How Many Sales Your Own List Will Produce.

[If you don't yet have your own mailing list, skip this step.]

Most mailing lists are built on myths.

Recently one of my students told me she had a list of 4,000 people, and couldn't understand why she wasn't making any sales. So I asked her for some response statistics.

After listening to her tell me about the responses she has gotten from various promotions, I told her she had about 200 people actually reading her newsletter.

When she ended up switching list hosts and had to double opt-in her actual list, she found out she, indeed, had only about 200 subscribers.

I am not concerned about how many people are subscribed to a list. Subscriber counts just don't mean much. What matters is how many people actually READ the newsletter.

If you have a mailing list of your own, here are some ways you can know how many READERS you have.

You can use an "open" counter

If you send in HTML or use a service which provides this for you, you can determine the number of people who actually open your emails. If an email doesn't get opened, it never gets a response to ANY promotion.

To find out how to track open rate with your own list, go to:

<http://www.All-In-One-Business.com/openrate>

Basically, every person who "opens" your newsletter is a reader.

You can look at the response to previous promotions

About 60-70% of the readers of a well-cultivated newsletter will click on a link in an email for a targeted offer.

So, if your last promotion generated 300 visits, you likely have 500 to 600 actual readers for your newsletter.

Why are the numbers so different?

There can be many reasons why your open rate is much lower than your number of subscribers. Here are some possibilities:

- The list is old. The longer a subscriber is on your list, the more likely they are to have stopped reading your newsletter.
- The list is from a poor source. If your leads have been purchased, they are not as likely to produce good results as if they have been cultivated personally from visitors to your website.
- The list gets too many offers. Every time you send an offer to your list, some people unsubscribe and some people filter you out. We estimate on our own lists that for every person who unsubscribes, we get another person filtering us out **but staying subscribed**.

Those people who are subscribed but filtered out on their end artificially inflate the subscriber count.

I have regularly seen lists of 20-50K who have actual reader counts of less than 1,000.

So, how many sales will your own list produce?

Here are the numbers you need to calculate response:

- (1) 65% of your readers will visit the link in your email.
- (2) 1% to 3% of those visitors will buy the product, depending on targeting, sales copy and follow-up.

So, let's "pretend" your list has 1,000 readers and the offer you are looking at has a solid sales letter, well suited to your list, and pays a \$50 commission per sale:

- 1,000 people open the email
- 650 visit the link in the email (1000 x 65%)
- 13 purchase the product (2%)
- \$650 in sales commission (13 x \$50)

So, your list of 1,000 should produce about \$650 from a well-placed offer.

4. Consider Any "In-Direct" Costs

When you are planning your promotions, consider some related costs:

- Based on your past experience, how many subscribers are you likely to lose as a result of doing this promotion?
- Since your own subscribers have a finite amount of money to spend online, how will this promotion affect your own sales?

I know from my own experience, I will see about 1% of my readers unsubscribe from my newsletter as a result of sending out a promotion. I also know that for every \$1 spent in response to a promotion, I will lose about 20 cents in my revenue from my own products for the month.

Looking at these four factors, I thought a "winning" promotion would need to bring in about \$2,500 in commissions, and a "home run" would do around \$10,000.

In the next article, I will look at how to plan your promotion to be a winner.

If you would like to make sure you receive each of these articles, go to:

<http://www.All-In-One-Business.com/sap>

Affiliate Super Promotion: Making Huge Sales in No Time
Part III
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[Continued from Last Week - You can get your copy here:
<http://www.All-In-One-Business.com/sap>]

5. Figure out if you need help.

If the numbers from your own list are high enough, you know the promotion will probably be a winner.

But what if you can't make enough from just your own promotion? In that case, you need to get some help.

In the case of my promotion for Marlon Sanders, I needed to get \$2,500 in total commission for the promotion to be a success. But, since I had accepted his challenge to produce some really stellar numbers, I had a goal to make \$9,000+ in commissions.

For that, I needed help.

Help can come in various ways:

- (1) You can do a special feature intended to attract much attention from targeted prospects.

Creating a "free" event with real value designed to appeal to targeted prospects can increase the possibilities of recruiting partners and increasing response.

- (2) You can grab free advertising from others.

If you can provide some sort of incentive, you can recruit other newsletter owners/site owners in your target market to help you advertise. Alternately, if you are planning an event, you can often get others to promote it simply as a value to their own subscribers and visitors.

- (3) You can purchase advertising.

Depending on your target market, advertising in targeted periodicals (newsletters) can be a great way to generate more sales. If you are going to purchase advertising, the best way is often to use the advertisement to send

prospects to a "pre-sale" report which then directs them to the product. More on this later.

In my case, I chose to use both the first and second methods.

In the next article I will begin looking in detail at the specific ways I was able to use these methods to make my promotion a winner.

Affiliate Super Promotion: Making Huge Sales in No Time
Part IV
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[This is part 4 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]

In this series I am detailing how I put together an affiliate promotion in just 3 days and made over \$5,000 in sales—and how anyone can imitate these same techniques.

So far we have seen how to plan your super promotion.

Marlon Sanders had publicly challenged me the first of the year to sell more of his products, so I decided to promote Marlon's Marketing Dashboard product, planning to sell 200 copies.

I chose to promote using a special event (in this case I decided to do a teleseminar with Marlon) and get others to give me free advertising in their newsletters.

Here is how I put that together:

I began by writing Marlon (and his assistant Lisa) a nice tongue-in-cheek note:

Marlon and Lisa,

I'll sell 200+ of your Dashboards in a couple weeks, but I need a little help.

First...

Man, I gotta tell ya...you have been putting out the flat out best affiliate materials for the last several months--and this year you really kicked it into high gear.

It reminds me of the motivational materials I used to get when I sold vacuum cleaners door to door. I don't know of anyone who is doing anything like it. Kudos.

Now, about you "callin' me out..."

You Texans are really into that high-noon thing, huh? "Kevin Bidwell--you did blah, blah, blah..." right there for everybody to see...

How could I not respond?

[Actually, I appreciate the exposure.]

Here's what you can get from me...

- * 200 sales of your Dashboard. About \$12K.
Cha-ching.
- * Back end promos of your entire line, creating a nice stream of additional sales as I expose those buyers to your additional products. Another \$2-4K in February. Total up to \$16K.
- * An Official Internet Guru coffee mug. You can see your new mug here:

<http://www.cafeshops.com/guruacademy.2353012>

[Hey, I'll throw in one for Lisa and Debbie too!]

BUT I need a SMALL FAVOR to deliver you up to \$16,000 in sales by the end of February...

(Don't worry, it's fun and it won't cost you a penny...you can do it from your house in your slippers if you want...)

For everyone who buys the Dashboard through me I want to offer a 2 hour teleconference interview with you. We'll set it up at your convenience. I get to pick your brain and they get to listen in live.

Oh yeah, I'd like the commissions too ;-)

Can we get it done?

Let me know.

Kevin
(606)539-0091

Marlon wrote back almost immediately and agreed, and we set a date for the teleconference. I put up a promotional page

<http://www.All-In-One-Business.com/freeseminar>

and started counting my future earnings—happy as a “pig in slop” (as we say here in Kentucky.)

Then I got sick.

I'll cover that in my next article.

Affiliate Super Promotion: Making Huge Sales in No Time
Part V

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[This is part 5 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]

In this series I am detailing how I put together an affiliate promotion in just 3 days and made over \$5,000 in sales—and how anyone can imitate these same techniques.

Super Affiliate Promotions are all about preparation. To be successful you have to put together a combination of a unique, killer offer; a large list of targeted prospects and great sales offers.

Typically, this takes a few weeks of lead time to come together. In my case I "got the ball rolling" with plenty of time (about 6 weeks), but then got very ill.

In fact, I lost 20 pounds and went through a huge number of tests before they found out what was wrong with me.

During that time I did the bare minimum—including not putting together the mailers, materials and preparation I should have to make this thing a success.

I had a deadline of February 26th. I had advertised it and I couldn't change it, but as of February 23rd I had done almost no preparation.

UGH!

Here's what I did to make it a success:

I called in some help.

I made a few phone calls to people who had large lists and asked them to promote a free teleseminar with Marlon. It was a win-win situation since they were able to give a valuable free gift to their email lists, and I was able to get free access to their list.

As a result, in just 3 days we registered 1,987 people for the teleseminar.

Now I want to point something out here—about ½ of these people not already on my list. Almost 1,000 of these people came into my list simply through this teleseminar promotion.

That's powerful.

Those 1,000 people were people who heard of, knew and probably respected Marlon, but they ended up on MY list. People who were ready to buy products not only from Marlon, but also (in the future) from me.

If I had known this technique when I was first starting out, I would have been able to catapult my list into the tens of thousands in just a few months. It's one of the best ways to build a list.

In my next installment I will cover how the teleseminar went and how we did the follow-up.

Affiliate Super Promotion: Making Huge Sales in No Time
Part VI
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[This is part 6 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]

In this series I am detailing how I put together an affiliate promotion in just 3 days and made over \$5,000 in sales—and how anyone can imitate these same techniques.

So far here's how the promotion went:

1. I got Marlon Sanders to help allow me to do a teleseminar interview featuring his Dashboard product.
2. I announced the teleseminar many weeks in advance.
3. I got sick and did no promotion—none—until just 3 days before the event.

Now it was time to put on the seminar.

We had almost 2,000 people registered for the teleseminar. I knew in order for it to be a success I would have to get about 1,000 people to listen in either live or via a recording of the event.

By the way, if you are ever putting on a free teleseminar, keep in mind that only a small number of the people who sign up will actually listen in to the teleseminar. 50% is a pretty good number.

Since this teleseminar was going to be during the day US/Canada time, I knew that I would have trouble getting even 50% to listen in live—I was thinking we would likely have about 300.

I would do a promotion later to get others to listen in via an MP3 of the calls.

Here is what I needed to be able to do the call:

1. I needed a telephone teleseminar line.
2. I needed a way to record the call into MP3 format.
3. I needed a way for people to be able to listen to the call from my website WITHOUT downloading it.

4. I needed someone to type a transcript of the call.

Just a quick note about teleconferencing...

A teleconference telephone line is often referred to as a "bridge line." In most cases you rent a specific number of lines and then you can use up to that amount. The prices can vary widely, so it is good to shop around.

The provider I use now is:

<http://www.e-teleconferencing.com>

Back to our story...

I asked the teleconferencing company to make an MP3 of the call—they would bill me for that along with the line—and I made a micro cassette recording of the call as well.

I asked around and found a young lady who does medical transcription from her home to type up the transcript for me once it was completed.

I already had a free flash player for the audio I intended to use so I felt I was ready (at least technically) to go.

Based on input from my subscribers, I put together a list of questions to talk to ask Marlon, organized by topic, and sent them to him.

It looked like we were ready to go.

In my next article I will detail how the actual call went and the beginnings of the follow up.

Oh yeah, and why I bled all over my phone.

[This is part 6 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]

Affiliate Super Promotion: Making Huge Sales in No Time
Part VII
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[This is part 7 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]

In this series I am detailing how I put together an affiliate promotion in just 3 days and made over \$5,000 in sales—and how anyone can imitate these same techniques.

So far here's how the promotion went:

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2. I announced the teleseminar many weeks in advance.
3. I got sick and did no promotion—none—until just 3 days before the event.

In this article I will detail the actual call and the beginnings of the follow up.

Marlon Sanders is a great guy. He not only is concerned about his own success, but he is concerned about others success as well.

He is a rare individual.

Marlon spent a solid hour with me by phone BEFORE our teleseminar just discussing what we would talk about and giving me pointers to make my own business even more successful. I figure that hour was worth a solid \$10,000 in additional income to me just implementing the insights he provided.

So, after we lined everything out, we were ready for the teleseminar.

The teleseminar was set for 2pm Eastern time, so I got on the line around 1:30pm and began greeting people as they logged on. Once it got up to just a few minutes before 2, Marlon called in and we were ready to begin.

For the call itself we had about 300 people actually on the line. I was hoping to have another 700 or so people listen to the recording of the call in the week after the event.

The teleseminar was great—Marlon's answers were insightful and he was able to be concise so we covered a ton of information. Many people emailed to say it was the best teleconference they had ever attended.

The teleseminar went 2 hours and I spent the last 10 minutes "pitching" my special offer. But I had a little problem...

Just when it came time to make my promo pitch, I looked down and my shirt was covered with blood. Can't tell you why, but I had the worst nosebleed I have ever had in my life. So I'm sitting there trying to make a vigorous case for purchasing Marlon's Dashboard product while stuffing Kleenex up my nose.

After two hours we got off the call and began the follow-up.

In my next article I will show you how we set up follow-up over the next 7 days to maximize sales.

[This is part 7 in a series - You can get the previous articles here: <http://www.All-In-One-Business.com/sap>]